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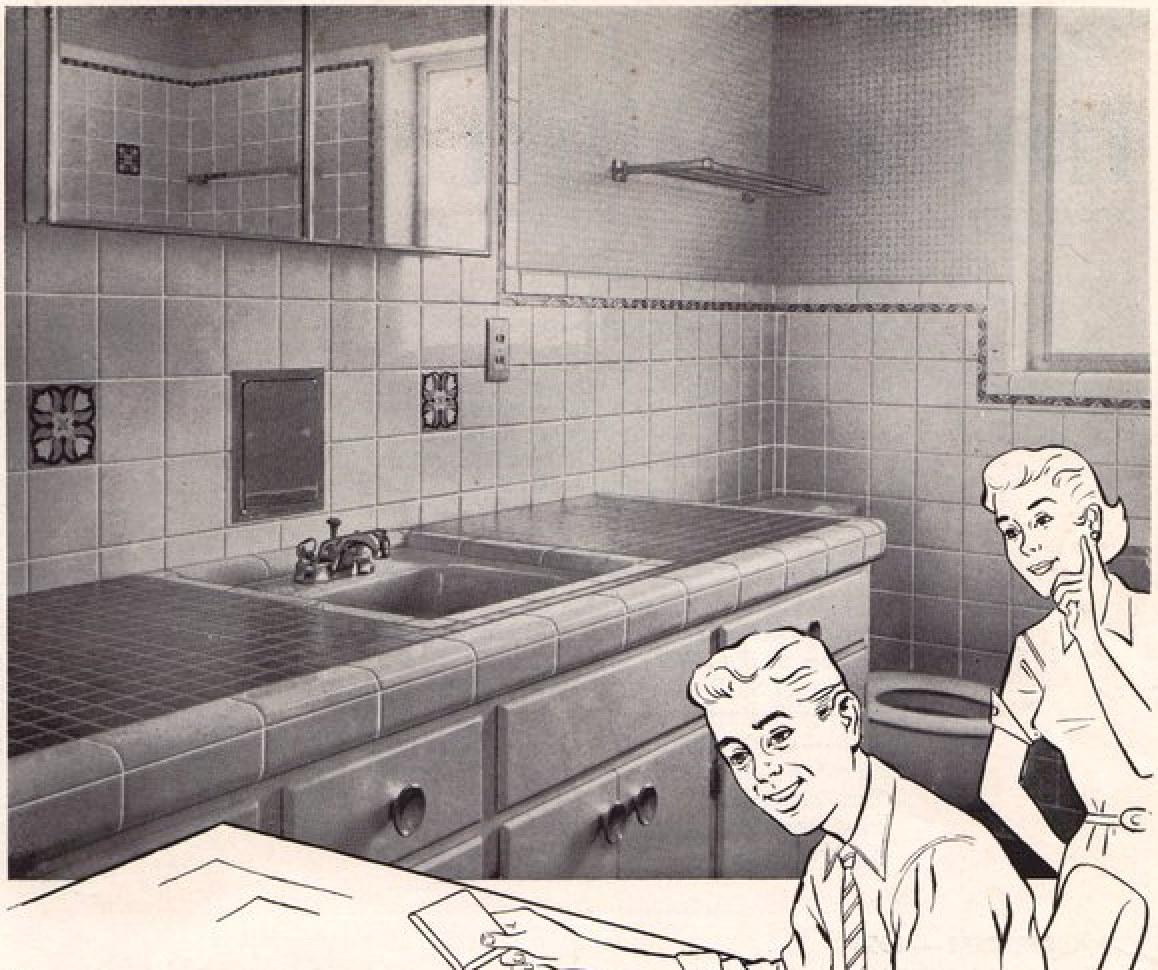
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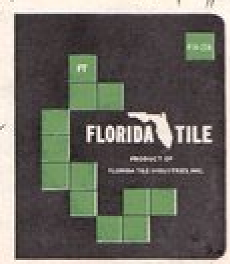




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FLORIDA TILE

The

Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

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THE COVER

This year The FLORIDA ARCHITECT inaugurates a new policy of presenting the work of the FAA's chapter members throughout the state. Scheduled among other buildings for the first part of 1958 are the homes of several architects. The first appears in this issue — the home of Andrew J. Ferendino of Miami. This was one of the Hospitality Houses of the 42nd FAA Convention in 1956.

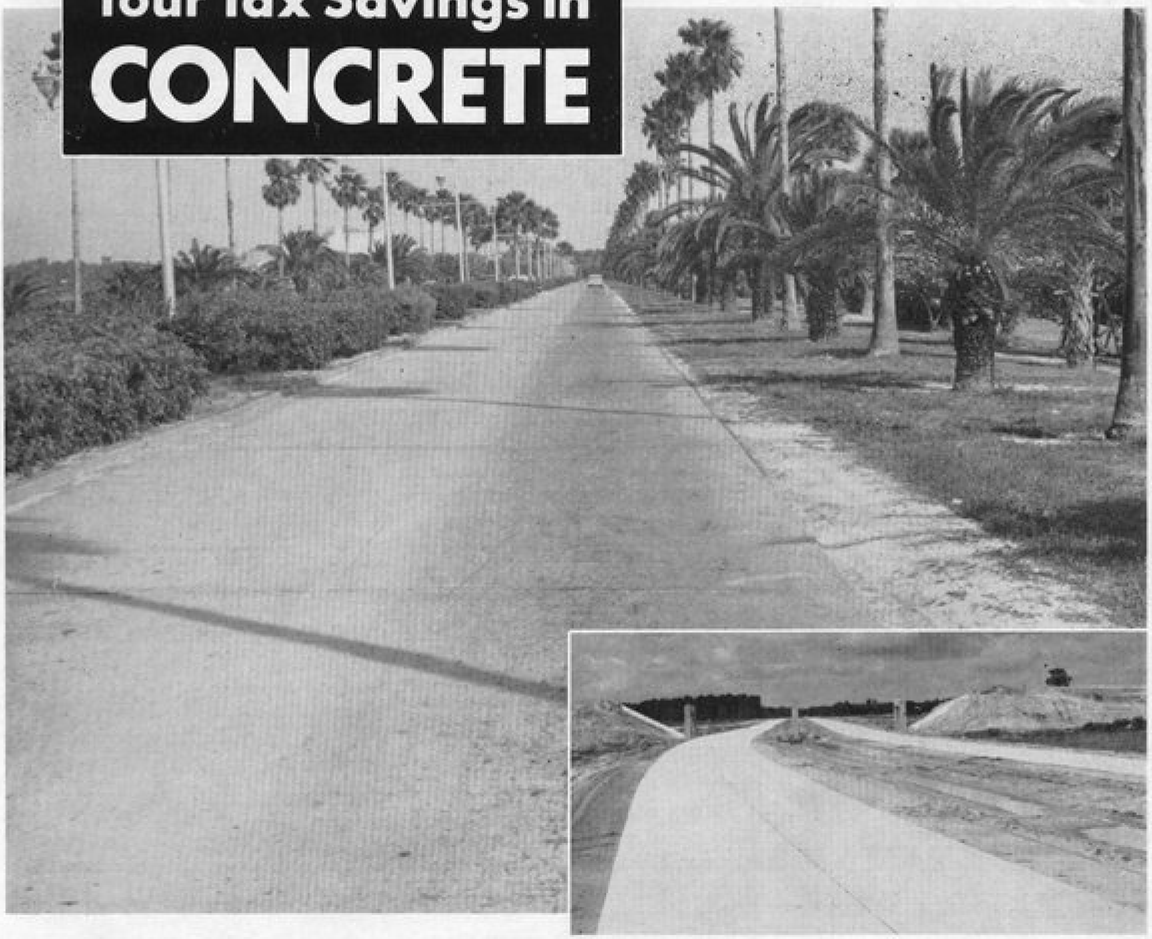
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ROGER W. SHERMAN — Editor
FAA Administrative Secretary
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VOLUME 8
NUMBER 1 **1958**

Your Tax Savings in CONCRETE



Section of new concrete divided four-lane Freeway west of Lakeland (U.S. 17-92) — the first construction in Florida's program of interstate thoroughfares.

The unretouched photograph at top was taken in July 1957. It shows a section of the Clearwater Causeway between Clearwater and Clearwater Beach.

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Mid-Florida Chapter

By JOSEPH M. SHIFALO, AIA
President



The Mid-Florida Chapter, completing its second year of existence, is looking forward to a new year with keen anticipation of the many things it hopes to accomplish. To say simply that this past year has been a good year would not give credit to the co-operation of the chapter members, nor to the many fine accomplishments of our committees. We have grown to a chapter having 23 Corporate members, 5 Associate members and 14 Junior Associate members in the past year — and above all, have instigated a public relations program which we hope will bring to the attention of the people of the Mid-Florida area the good work that is being done by our chapter. 1958 should prove a banner year for all architects in this area if the promised outlook for the volume of construction holds true and the population increase in this area continues as it has in the past five years.

More and more people are beginning to realize that their home, their commercial building or any investment in a structure is only valued as high as the good quality of workmanship and design that an architect is able to give it. The challenge of the engineer and the scientist in this age of rockets, missiles and satellites should cause us all to search our abilities and to see if we, as architects, are prepared to meet this new design challenge.

This past year's Awards Banquet, which met with such wide approval of all factions participating, will be expanded to include as many factions of the sub-trades as it is possible to judge, and a hope that we can terminate the banquet with a Beaux Arts Ball.

The Ladies Auxiliary continues to keep our chapter members alert to the obligations that we have to our profession by the splendid attendance they have in their own group. Without their help chapter activities could not enjoy the interest which has been shown.

A new year is a new load of work for all members and may we shoulder the responsibility and make our chapter one of the most active in Florida.

Mid-Florida Auxiliary

By MRS. ANN R. SHIFALO
President

The Ladies Auxiliary of the Mid-Florida Chapter is embarking on a program which, it is hoped, will complement the work of our Public Relations Committee. This year, our members are being invited to join and participate in the various civic groups which are formed for the betterment of our community, and to offer within these groups the assistance of the architect and his varied training.

Our Program Chairman has promised us speakers for each auxiliary meeting that will broaden the scope of our understanding in all fields. The responsibility of the "Architect's-wife" to the profession should be the continual promotion of a better under-

(Continued on Page 6)

Coming up--A NEW RECORD for Lift Slab Construction



"Tower of Golden Isles," 28-unit, 14-story cooperative apartment, designed by Joseph, Vladeck and Abraben, architects; the S. A. Spiller Company, builders.

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Mid-Fla. Auxiliary . . .

(Continued from Page 4)

standing of the work of the architect, and to further this aim, we have formed a list of speakers from both the Auxiliary and from the Chapter which will be available to all civic bodies.

A further responsibility is to assure that we have done everything possible to permit our men folk to attend each meeting.

Many outings are planned for 1958 and the friendship and understanding which should result will build a better Mid-Florida Chapter.

Daytona Beach

By CRAIG J. GEHLERT, AIA
President



Stimulated by the rapid growth of our Chapter, a new policy was formulated last year to combine our normal monthly meetings into six well-planned specific programs of interest every other month. It is the aim for the coming year of our Chapter to provide an atmosphere of interesting and provoking discussions so our members will become better acquainted with all aspects of our community.

One of our main emphases of progress is the instigation of a new sub-committee on Zoning and Planning under the Community Development Committee as our effort toward dealing with the severe growth evi-

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Officers of FAA's Ten Chapters

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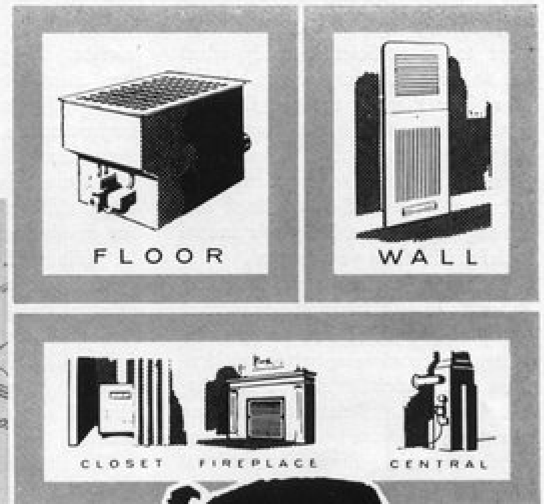
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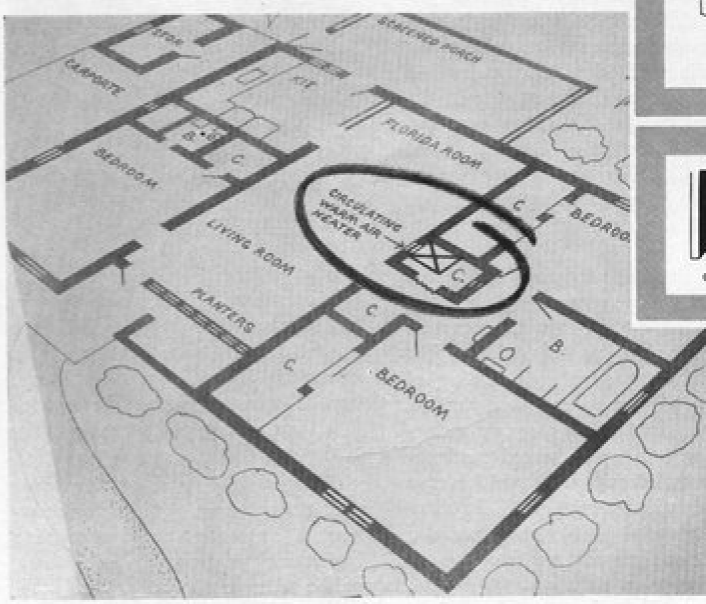
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Daytona Beach . . .

(Continued from Page 6)

dent throughout the area. We feel that this is an extremely important subject for our profession to study and advise — not only as architects with a view toward the future development of the capacities of our town, but as interested citizens who will be judged accordingly by our effort. We hope to be sufficiently ready when the anticipated hiring of the services of a City Planner for the Daytona Beach area is made in the near future.

In view of the success of our Beaux Arts Ball in honor of the Centennial last year, we intend to continue and develop this as the Chapter's annual social affair, from year to year.

This year, as in the past, we will endeavor to give freely of our interest to other groups of the building industry to coordinate better relationships and understanding of our mutual problems. Relative to this we recently participated in a combined panel discussion arranged by our local building exchange. Various problems of all aspects of this industry were placed before the panel open to the public. As a result, not only the building trades and architects achieved a better understanding, but also the general public was able to perceive the various functions and responsibilities of the profession and industry to each other.

With only a few of the important items listed above on the agenda, we look forward to a lively and interesting year — one which should see our Chapter continue its growth, not only in membership, but in service to its client, the community.

Jacksonville Chapter

By THOMAS E. EWART, JR., AIA

President



Starting in 1956, our charter year, the Jacksonville Chapter vigorously pursued a program of community service. Having met with great success in our efforts to convince the citizenship to back needed capital improvements, we naturally proceeded into 1957 with the foundation laid for a solid public relations program. The year 1957 saw an increasing number of members participating in radio and television forums and speaking to civic, fraternal and educational groups. By active participation in Chamber of Commerce and Junior Chamber of Commerce activities, we have strengthened the position of the architect in community affairs.

The internal organization of the chapter will receive a marked effort toward strengthening its structure and promotion of fellowship. We will strive to develop a feeling of comradeship and a unity of purpose. Better understanding among members will result in an increased tendency to express ideas that should improve our professional relations. Broadening our social activity with personal contact undoubtedly will increase our effectiveness as a chapter.

Jacksonville is long overdue as the site for the annual FAA Convention. By 1959 new convention facilities should be available to us. In order to surpass the excellence of past conventions, it will be necessary to start preliminaries now. As a first step, the formation of a ladies auxiliary is mandatory. Not only will an auxiliary be extremely helpful at convention time, but it will serve primarily as the social base for chapter activity.

Obviously, every chapter is faced with the problems of increasing membership, non-attendance, providing interesting programs and bettering public relations. To solve these problems will require more than the efforts of the executive committee alone. The membership will largely determine the degree of success which will be achieved in 1958.

Mexican Trip Planned For FAA Members

Plans are now nearing completion for a six-day architectural tour of old Mexico. The tour, planned for early spring, has been highly endorsed by architects who have taken it; and though not officially sponsored by the FAA, has the approval of that body. The itinerary as planned by the foreign service department of Eastern Air Lines includes visits to four towns from a Mexico City headquarters. Correspondence with the Mexican Architects' Society indicates that officials of that group will act as hosts to visiting Florida architects; and an open invitation to a gala cocktail party at the Hotel DelPrado in Mexico City has been tendered. Mexican architects will also act as guides during visits to Mexico's principal architectural achievements.

The tour is being planned to include a week-end in Mexico — and thus to permit attendance at a bull fight for FAA *aficionados*. In Mexico City visits will be made to the Cathedral, the National Palace, the glass factories and the brilliantly colorful University City. On succeeding days excursions will include trips to the famous Shrine of Guadalupe, the Pyramids of Teotehuacan, the Floating Gardens of Xochililio, an overnight stay at the famed bath resort of Ixtapan and a trip to Taxco, made famous by an American architect for its hand-crafted silver.

The tour will start from Miami at 9:00 a. m.; and six full days later will return from Mexico City at 11:55 p.m. Cost is low — $213.00 per person for double hotel occupancy; $228.00 for single occupancy. These figures in-

(Continued on Page 23)

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"A New Century Reckons..."

By LEON CHATELAIN, JR., FAIA

President, the American Institute of Architects



". . . We are not content to rest on our laurels. In this year we will seek to find out how we can reach a new objective . . ."

A year ago my message to the Florida architects was prepared as we were about to embark on our Centennial year and I outlined for you our celebration plans. Much has happened since then, including a rather unexpected finale to the highly stimulating and pleasurable Annual Convention of your state association at Clearwater. Unaccustomed as my wife, Mary, and I are to having a boat sink under us,* the experience did not dampen our enthusiasm for Florida in the slightest; and we look forward to many more enjoyable visits with you in the future.

Last year when I described in these columns our plans for the Centennial celebration, I doubt if any one of us foresaw the possibility of such a fabulous success. Many of you attended the Centennial convention in Washington last spring. As you know, the importance of that event was recognized not only nationally, but internationally. Without question it served to elevate perceptibly the prestige of the Institute here and abroad.

In planning the program we set our sights high. What we presented was of interest not only to ourselves, but to the public as well — as was amply demonstrated by the broad coverage we received in the press, national magazines, and on TV and radio. While none of us is foolish enough to use press clippings as a yardstick by which to measure success (they poured in by the thousands!) nonetheless we are extremely gratified to know that literally millions of persons were given the opportunity to see and hear favorable comments about the Institute and the profession.

To fully realize the overall impact of the Centennial we can multiply our success at the national level many times again at the local level, where successful chapter celebrations in many sections of the country did much to further widespread appreciation of our profession.

Our Centennial year is now history! We have basked in the limelight and have enjoyed unprecedented public recognition. We have explored the future and the vast potentialities it can hold for us. But now we must face up to the realities of the present. I'm grateful to Central States Regional Director Lloyd Roark for an apt description of our task. By changing only one letter in Henry Saylor's Centennial theme "A New Century Beckons" Lloyd has given us "A New Century Reckons" which expresses it exactly.

Because we are fortunate enough to live in a great democracy with an economy based on free private enterprise, we always will have competition. To beat this competition we have to make available, and constantly deliver, a better service than our competitors.

While the states protect the public from potential physical dangers through issuing licenses only to properly trained persons to practice architecture,they certainly cannot outlaw building companies which comply with regulations by having a registered architect on the payroll. We know that we can do a better job than such organizations, but it is up to us to prove it to the public. Unfortunately, one incompetent job by an architect hurts the reputation not only of its perpetrator, but reflects adversely on the entire profession.

The improvement of professional competence always has been an Institute objective and many of our staff activities, as well as those of committees are directed towards elevating architectural education and training at all levels, developing new tools and techniques to assist the practitioner in his work, and making available to the membership the specific data being developed on building types and relating to the uses of new materials.

It seems to me that all of us, in this period of reckoning, should draw fully on our existing resources and even beyond that, try and anticipate future developments so that — insofar as possible — we can go out ahead by utilizing tomorrow's skills today.

(Continued on Page 30)

* *The reference is to an accident which occurred the morning of November 9, 1957, just prior to the adjournment of the 43rd Annual FAA Convention. President and Mrs. Chatelain were fishing in the bay water near Clearwater Beach. Their boat pulled its anchor, scraped the point of a coral reef and started to sink. Before they realized it, the Chatelains were in deep salt water. Fortunately, another boat came immediately to their relief; and what might have been a catastrophe, happily became only a wet and inconvenient incident — but one which Leon and Mary Chatelain will undoubtedly remember always!*



1958-A YEAR OF DESTINY

By H. SAMUEL KRUŚE, AIA
President, Florida Association of Architects

When the curtain was lowered on the 43rd Annual Convention in Clearwater, every person there must have sensed that the FAA was on a threshold of a new era in which men of good will, dedicated to the highest service to society, organized for a high degree of integrated effort, will shape an exciting and beautiful future for the Florida Community.

The year 1958 is our year of destiny.

For 43 years the FAA has worked for strength, organization and position in the state community. Now we have the strength, now we have the organization, now we have the stature within the building industry and, in large measure, the body politic. Having these tools and a good foundation, now is the time to solidify ideas into programs, translate programs into real benefits for our community, our profession and our individual interests.

Following the revised organization of Committees as passed by the 43rd Convention, the formulation of programs and the progress of the affairs of the Association will rest mainly upon the coordinated efforts of thirteen important Standing Committees, ten of which will be vertical with Chapters and the Institute. Upon these committees the FAA depends for the crystalization of ideas into programs. Upon their accomplishments FAA progresses, atrophies or regresses. This year we shall have an Administrative Secretary as well as an Executive Director. We shall have a central office. An administrative guide will be published and issued in the form of a Standard Operating Procedure. Relieved of bothersome procedural and communication problems, the committees for 1958 can be expected to achieve greater goals than in the past with the resultant greater progress for FAA.

At the first meeting of the Board of Directors in 1958, the Committee appointments and duties will be presented for approval. At that time certain committee assignments will also be presented for approval as well as specific duties for our Vice-Presidents. The appointments and duties will be published in *The Florida Architect*, as in the past. This has been very useful to the membership as well as the members of committees for communication purpose. To increase the efficiency of communications between membership, committees and officers, it is proposed to have a *President's Corner* published in each issue of *The Florida Architect*, where specific committee assignments, committee, officer and other business items of special interest to the membership can be presented. In this way the membership can be informed of what work is being undertaken by its organization and make such critical comments necessary to refresh the spirit, stimulate the imagination and create a warm sense of organizational solidarity. It is not intended to provoke unfavorable criticism in 1958; however, all criticism, laudatory or bitter, all ideas, conforming or non-conforming, submitted in sobriety or with levity to this Administration will be welcomed. Upon the exchange of ideas and the light of criticism, activity in the right direction can be led.

It is appropriate at this time to set a few goals for 1958. Listed below in outline form are, under various headings, our position as of the present, along with attainable goals. The headings are the names of standing committees, since they so aptly describe the activities of our Association.

Chapter Affairs:

The work of the old Committee on Committees and Chapter Coordination has set up the organization and the desirable unification of Chapter and FAA administrative procedures. This having been done, it is desirable that every Chapter, along with the FAA Administration, put the machinery to work.

There should be no secrets between Chapters.

Every Chapter activity should be reported through the Vice-Presidents to the Chairman of the Committee on Chapter Affairs. The activities of one Chapter often stimulates another Chapter to do the same, similar or better activity. This trading of ideas is necessary for the progressive quality of Chapter functions. We have the machinery; put the machinery to

CHAPTER AFFAIRS: We have the machinery; put the machinery to work and all Chapters will benefit . . . PUBLIC RELATIONS: In the public's mind our profession becomes worthy of serious recognition in direct proportion to the individual architect's interest in his profession . . . COMMUNITY DEVELOPMENT: The time for educating the public to the need for planning, zoning, redevelopment, workable and uniform codes is now . . . RESEARCH: Such activity is in the scope of our responsibilities to ourselves and to the building industry . . . LEGISLATION: We are not interested in legislating ourselves into business, but are determined to preserve and elevate standards . . . FLORIDA AS A NEW AIA REGION: We shall continue to perform all acts necessary to win favorable action on our suit to The Institute . . .

work and all Chapters will benefit.

Education:

Today we can look back on a long list of achievements in the field of education. Our relationship with the University of Florida is very close. We have provided loan funds for students and student awards. We have successfully promoted, along with others, the appropriation of funds for a new building for the teaching of architecture at the University of Florida. However, the field is broad and much more can be done.

We can do more to coordinate the recruitment program. Institute pamphlets should be made available to every high school in the State of Florida and a coordinated, well-planned speakers' bureau can cover every high school during "Career Week," if any, or several months before graduation.

More post-school education can be used. It is just as important that the practicing architect keep abreast of current doctrine and techniques as it is for students of architecture. A traveling seminar visiting each Chapter once a year can be of considerable value, if properly planned and imaginatively conceived and presented. Such seminars can acquaint the architect with accounting procedures, physical organization and techniques for office procedure, as well as new planning and structural techniques.

We should make an effort to have a course in architecture written for every level of education, from kindergarten through College, and promote its being taught in the schools of the State.

Public Relations:

We have accepted the premise that the public relations program is up to the individual, that he shall do the best possible job on projects commissioned him to do, maintaining the highest of professional conduct, and that he devote some of his time to explaining the profession to the public. This premise does not preclude guidance, education and coordination of individual effort.

We have Chapters who have done excellent work in public relations; some have done little. Some individuals do a good job interpreting our profession to laymen; others, not.

First we must learn what the public thinks about us. This can be done by having a survey made, or by acquiring surveys made in areas of similar construction.

Through the use of workshops with capable leaders the experience of various individuals and chapters can be discussed and evaluated for the benefit of all.

Armed with the knowledge of what people think of us, techniques can be devised that will aim at their attitudes. Techniques should be emphasized; more on *how* to do the job rather than *what* to do. We can devise consistent replies for the stock questions asked by the layman concerning our profession. Then the confusing assortment of answers will not be given and the public will more readily understand us; neighbor can check with neighbor and come up with the same answers. Perhaps a handbook on Public Relations for Architects is in order.

In discussing public relations, this Administration is aware that architects are public too. To maintain a strong FAA for promoting the interests of individuals, it is incumbent upon the Administration to show Florida architects the importance of active participation in their profession's affairs on Chapter, State and Institute levels. In the public's mind our profession becomes worthy of serious recognition in direct proportion to the individual architect's interest in his profession.

As it is necessary to get the story of architecture to every segment of society, so is it necessary for every community activity to feel the presence of architects. Effort should be made to encourage architects to fill vacancies on every board or committee concerned with architecture, planning, zoning, the arts, and other related fields. Public Relations committees can prepare lists of local and state boards and committees on which an architect can serve for the benefit of the profession or its status in the community. Should a vacancy occur on such boards or committees, an

(Continued on Page 14)

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architect should be urged to fill the vacancy and a campaign instituted for his appointment.

Relations With the Construction Industry:

The FAA has established a good working relationship with the cooperative groups of the building industry. The Joint Cooperative Committee FAA-AGC-FES has set for itself goals of great significance for the industry in the State. FAA will continue to give leadership and active assistance in achieving these goals and introducing new ones in this cooperative effort.

As important as the Joint Cooperative Committee work is, we must not be so involved with its goals that we forget the many segments of the industry with which architects are working constantly, but with which we do not work on an association level. We must be alert to the opportunities as they arise, to the welding of all elements of the construction industry into an organization which can be representative of the whole industry. If such opportunity arises in 1958, the FAA must work for unity of the industry.

Collaboration with Design Professions:

Our relationship with the design professions has been well established with engineers. Whether this is because the engineers are the only designers with whom we have problems, or not, is not readily apparent. We shall expand our relationship with the other design professions, if for no other reason than the extension of our public relations program. In this, FAA will take the initiative.

Community Development:

The FAA made a start last year in showing the people of our state our interest and concern in community planning problems by active participation in the Florida Planning and Zoning Association. The 1957 president of FPZA, Kenneth Jacobson, an active member of our organization, has been reelected. We shall support him and the FPZA program with renewed vigor this year.

We can do more. The time for educating the public to the need for planning, zoning, redevelopment, workable and uniform codes is now. We must encourage and give leadership in the initiation of organizations and programs for the happy development of our communities. Many of our members and some of our Chapters are now actively engaged in this type of leadership. We can render them assistance and learn from them how similar leadership can be applied to other communities.

Research:

Last year the FAA indicated that it recognized its obligation to the profession and the building industry to conduct research for the improvement of service to the public. This was done by expressing an interest and promising participation in the formulation of an organization of interested elements of the building industry into a Florida Foundation for the Advancement of Building.

The importance of research in all the phases of our professional activities is recognized. That there is no agency now actively engaged in research of problems peculiar to Florida building design and methods is indication that more effort must be made to the end of attaining such an agency. Our interest in the organization of FFAB should go further than mere participation. We should become an active promoter of its organization and leader of its activities. Such activity is in the scope of our responsibilities to ourselves and to the building industry and is our inherited obligation from those predecessors of our profession who have passed on to us benefits of their research often without recognition or reward.

Membership:

We have made rapid strides to the ultimate goal of enrolling in membership, all architects in good professional standing, registered in the State of Florida. We shall not relax in our efforts to seek eligible individuals for the attainment of our goal.

Legislation:

The 1957 experience with our Executive Director as our representative at the Legislature has given us the direction for organizing an even better vehicle for expressing our opinions on legislative matters concerned with our profession. In 1958 we have a "quiet" year in which to align our machinery in this new direction in preparation for the next Session. The program envisions the participation of every member in a general way with many delegated specific responsibilities. The program will be directed to various Commissions, Boards and Departments of the State Government, as well as every Legislator, to make them aware that we are not interested in legislating ourselves into business, but that we are determined to preserve and/or elevate standards, and that we can and are available to aid and assist in all matters related to our profession.

Florida, a District of The AIA:

Our application for a responsible place in The Institute organization as a new regional district is before The Institute for acceptance. We shall continue to perform all acts necessary to win favorable action on our suit to The Institute. In anticipation of favorable action and to prepare for the orderly acceptance of the duties of a Regional District of the AIA, we should prepare the necessary revision to the By-Laws and Constitution ready for their enactment, should our desire become a reality. Our claim to responsible leadership in The Institute will be greatly influenced by our deportment at the 1958 Regional Convention of the South Atlantic District in Sarasota.

We must do all we can to make it a success and to demonstrate our vigor and our unselfish concern for *all* problems related to our profession.

This outline of program for 1958 is not too ambitious for an organization of the strength and high purpose such as the FAA.

The year has been called the year of destiny because I am very conscious of the pressure of events that channel our activities in new directions. For 43 years FAA has prepared itself to meet the new horizons, the new responsibilities urged upon us; and we accept them with confidence. With a little effort from each member, properly coordinated, we can shape our destiny and accomplish much.

Has History not shown us that great things are done by a few determined people? We are few in number, but we are determined, talented people, strongly organized. I am privileged and proud to give leadership to such a group.

Florida South

By IRVIN S. KORACH, AIA
President



Following a centennial year of progress and achievement, Florida South Chapter is geared to the continuance of a planned program for expansion of services to our members and to the public.

With an active chapter of 190 members, we must first provide the opportunity for closer personal relations and to benefit from interchange of ideas. This we hope to accomplish through stimulating and thought provoking programs at meetings and possible additional get-togethers for seminars.

With the creation of a permanent headquarters in the new duPont Plaza Building, we will now have a clearing house for information and ready dissemination of chapter news. Here also we plan to sponsor and display architectural exhibits and those of allied arts. More interest in FAA has been shown by our members as evidenced by attendance at the recent convention and the establishment of FAA offices with our chapter area should foster stronger ties of relation.

AIA public relations become top priority in chapter musts. Our committee must better acquaint the public with the services and responsibility of the Architect and the functions he performs in the pattern of our growing cities. We know that individually architects are playing important roles in commuuity life and that this must be highlighted so that our younger and newer members can be indoctrinated in public affairs.

At long last Dade County has a unified building code and we feel proud of our hard working architects who played a major part in its conception. However, its adoption, enforcement and revisions as time may bring about, are vital to our profession so that the entire construction industry may derive the benefits of these standards.

Our close association with the University of Florida College of Architecture and Fine Arts has brought about a scholarship fund for students or furtherance of school projects. Our committee on education will continue and expand this project.

The fine relations between the chapter and the construction industry is expressed by our awards to the craftsmen, who translate our plans to reality and whose outstanding work merits recognition. This year our awards committee will plan to foster the creation of community recognition for structures of noteworthy design.

Each year has brought increasing responsibility to Florida South's share of participation in national and state architectural organizations, county and city administration. This year we intend to point all effort to make AIA a leader in our community.

Florida Central

By ROBERT H. LEVISON, AIA
President



1958 — The First Year of The Challenge — seems to the Florida Central Chapter to be a year of renewed effort in every respect.

We will strive to elevate even further the standard of ethical practice among our members and hope to further their understanding with respect to the responsibilities and obligations incurred by them as Architects. We hope to enhance public relations by bringing a better understanding to the public in general of the value of the service of an Architect, no matter how small the project.

It is our aim to strive for closer cooperation between Chapter Committees and Vertical Committees of the State and National Organizations, in all phases of our profession, with a maximum effort in the direction of initiating, at Chapter level, programs which may be of benefit to the entire State Organization.

Chapter meetings will be devoted to continuing seminars on informative topics with a special emphasis placed on cooperation with the remainder of the industry, research, and other new ideas which may raise the standard of practice in our area.

The Regional Conference, to be held in Sarasota for three days from April 17th to 19th, 1958, will be a major undertaking for the many members of the Chapter with the aim of each member to let the whole region know more about the "Magic State" in which we live. The Conference, under the able leadership

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All photographs by Alexandre Georges

The master bedroom opens to the outdoors and a gardened extension of the screened loggia facing the lake. As in the other two bedrooms, wall openings are fitted with a combination of glass sliding doors and redwood jalousies which provides an easy control of both ventilation and light. Walls other than the stacked, gravel - surfaced block behind the bed are covered with jade green silk wall-paper. The recessed carpet is cocoa; the ceiling is covered with white acoustic plaster.

Elegance--Here it grew from simplicity...

This is the home of ANDREW J. FERENDINO (Pancoast, Ferendino, Skeels and Burnham, Architects, of Miami) and he designed it as he did for three sound reasons. First, he wanted to capture within it the placid beauty of a lake-shore site and the almost-perfection of FREDERICK B. STRESAU's landscaping. Second, he wanted both comfort and convenience to live along with the outdoor beauty. Third, he wanted flexibility of both space and privacy to serve the varied needs and interests of an active and gregarious family.

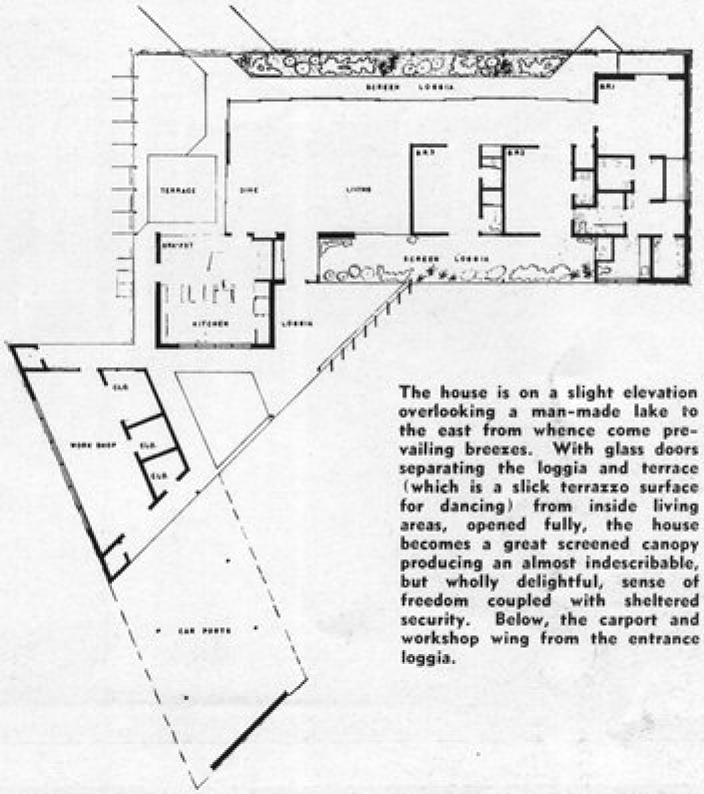
Evidence that he got what he wanted is shown here — and was experienced in three dimensions by those 42nd Annual Conventioneers fortunate enough to have visited the Ferendino home during the 1956 conclave's closing Hospitality Night.

The full beauty of the lake-bordered rock and pine-studded acre surrounds the house, is shut out only by glass and a few solid walls where the designer bowed to the force of personal privacy, the weather rudeness of certain exposures and the requirements of structure and equipment. Actually, this house seems like a canopy for the breeze; for two of its walls are entirely of glass and the others are so contrived as to eheo this free and completely open character.

Actually, too, this house seems a great deal larger than it is because of this open character — and because, with glass doors stacked out of the wall, screened loggias and terraces become extensions of the living space as a sort of "milling area" which is as ideal for entertaining as it is for satisfying an understandable desire for plenty of personal elbow room.

The illusion of size is furthered by a shrewd and sensitive use of materials. The brick floor of dining-living-hall areas carry through to the screen loggia facing the lake, for example — and

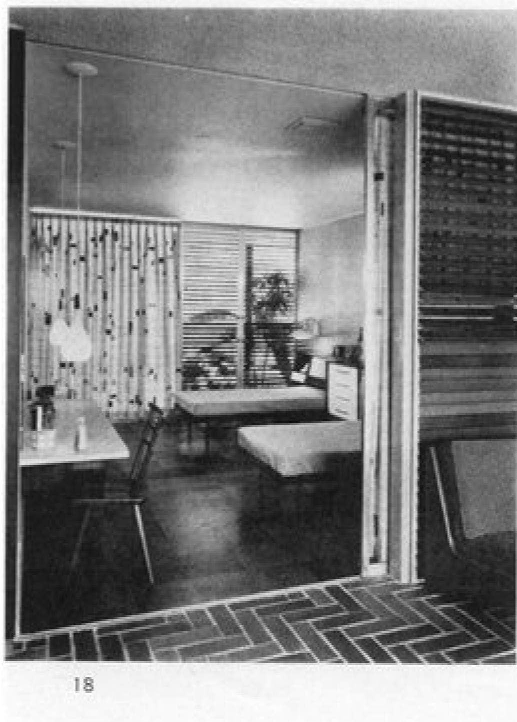
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The house is on a slight elevation overlooking a man-made lake to the east from whence come prevailing breezes. With glass doors separating the loggia and terrace (which is a slick terrazzo surface for dancing) from inside living areas, opened fully, the house becomes a great screened canopy producing an almost indescribable, but wholly delightful, sense of freedom coupled with sheltered security. Below, the carport and workshop wing from the entrance loggia.









(Continued from Page 17)
carry into the landscape itself via brick walks and steps fitted to the gently rolling contours of the site. As another example, in both kitchen-dining areas and in the master bedroom cement block, surfaced with Chattahoochee gravel, carries through from the outside to interior partitions. And throughout the house the floor-to-ceiling openings, windows as well as doors, provide few obvious lines of demarkation to set the outdoors definitely apart from the space within.

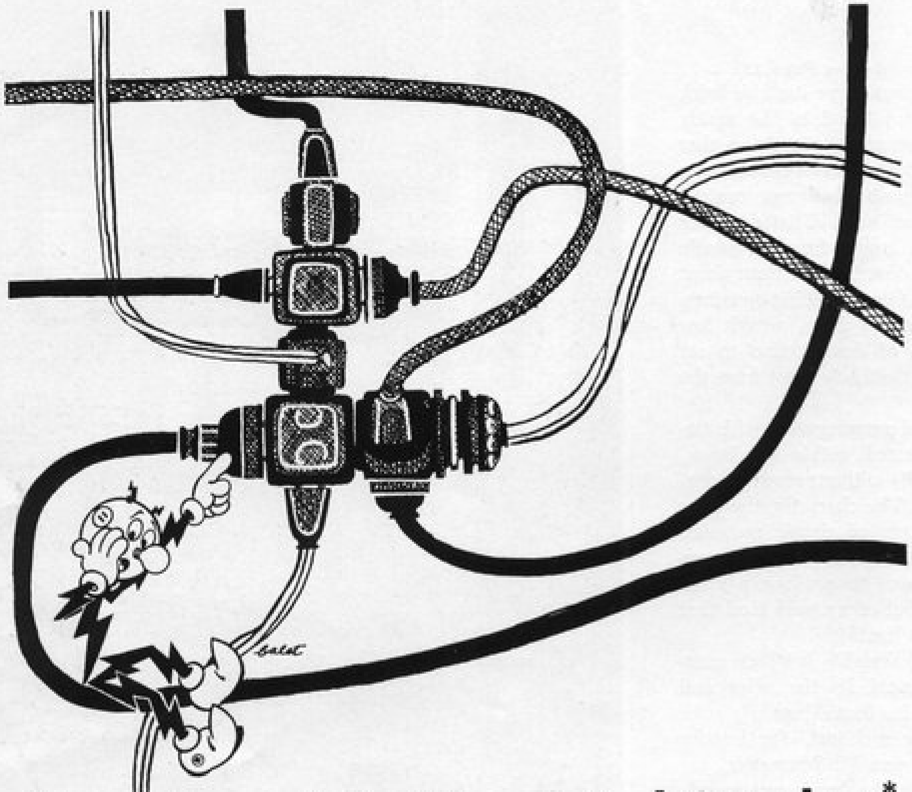
This skillful preoccupation with materials has created, within this house, a sense of unity without resort to contrived details. The character, the color and the texture of simple materials have been sometimes blended, sometimes contrasted to produce a sense of elegance, but of a casual kind that is completely livable.

This casual livability has been enormously enhanced by the color and character of its furnishings. As with the landscape architect, the interior designer, GEORGE M. SCHWARTZ, was retained while the house was merely an idea in sketch form. Thus, the final result represents a successful collaboration of architect, landscape architect and interior designer.



Opposite page, above, indicates how living areas open directly onto the loggia — paved, planted and screened outside the line of glass doors — and provide unusual flexibility of space utilization. Below are the two sides of the two smaller bedrooms — left, from the brick - paved hall shown above; and right, from screened, gravel-paved loggia on the entrance front. Louvers on both sides are redwood; as is the vertical sheathing of the outside walls. On this page, above, the dining room part of the general living area. Sliding glass doors open it to the terrazzo-paved terrace and kitchen at the right. Below, right, the kitchen, looking through the breakfast room. Here, as in both bathrooms, small-scale mosaic tiling has been used on floors and several working surfaces. The general color scheme for these tiles is blue and green, with touches of yellow — a combination which decreases in intensity in the bathrooms.





The Case of the Wire-Haired Octoplugs*

The wires were tangled and tattered. The double-sockets in the sockets had double-sockets. Plug-uglies all over the place — what a mess!

Any sleuth knows that the need to plug several lamps or appliances into one wall outlet may be a telltale clue of *Low Horsepower* . . . due to the need for more circuits and outlets. Yes, low horsepower means overloaded circuits, blown fuses and poor performance from appliances. The answer: make sure you specify

FULL HOUSEPOWER
100-200 AMP.

. . . with enough wiring capacity and plenty of circuits, outlets and switches to insure top efficiency from present appliances . . . and to fill all electric needs for years to come. That's the way to give your homes all the benefits of modern electric living — happier Florida living! See an electrical contractor for details.

**As first reported by LOOK Magazine*

FLORIDA POWER & LIGHT COMPANY

SWITCH TO SWITCHES
LIVE BETTER ELECTRICALLY

The Triennale of Milan . . .

An exhibition to anticipate and to remember

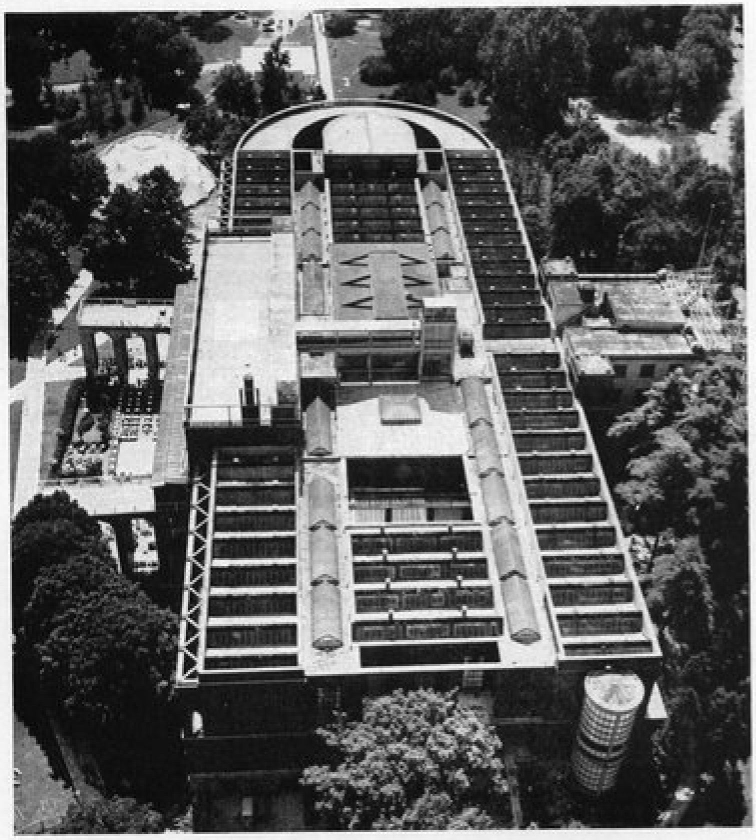
By EMILY V. OBST, AIA

Every three years since 1907, Milan has produced the Triennale, an international exhibition of modern industrial art and architecture. I was most fortunate in being able to attend it this year, and, had I seen nothing else during the five weeks I was in Italy, my trip would have been well worth while.

This current Triennale, the eleventh, was captained by some of the world's outstanding architects, engineers, and industrial designers, including ALVAR AALTO, NIKOLAUS PEVSNER, PIER LUIGI NERVI, GIO PONTI, WALTER DORWIN TEAGUE, and GEORGE NELSON, to name a few of the many collaborators. Its theme was tri-partite: 1. the relations between the arts, 2. contemporary architecture, and 3. the production of art and "industrial design" (a phrase that has been absorbed intact into the Italian vocabulary). The aim of the Triennale, to show the interrelation between these three facets, was successfully accomplished.

In Milan, the existing Palazzo dell'-Arte al-Parco received a new face. The main approach through the park, Viale Alemagna, was covered with a canopy, above which hung the flags of the twenty-three exhibiting nations. The old brownstone front of the Palazzo had been masked skillfully by architects GIULIO MINOLETTI and NELLY KRAUSS with vertical rows of metallic laminations, extending the full height of the building. On flexible supports, these eight hundred laminations were mobile, producing an unending play of light and shade.

The first major exhibit in the building, the "International Show of Modern Architecture," was divided into *Structure*, as an expression of technique and as a dynamic expression of architecture; and *The economic-social aspects of housing*. Roughly, this exhibition covered the periods from 1930 through 1956, as being a period corresponding to a new determination



The Triennale from the air. Most of the major exhibits involving modern architecture, art and industrial design were housed in the Palazzo dell'-Arte al-Parco; others were sheltered in structures erected for the purpose — as the prize-winning Geodisic Dome of R. Buckminster Fuller, upper left in picture.

in architecture, described as "post-rationalism."

The first part of the architectural exhibit, Structure, was historical, in that models and sections of earlier structures were exhibited, such as the cupola of San Gaudenzio by A. ANTONELLI. On the floor above were shown modern works, starting with the pavilion of GUNNAR ASPLUND of the Stockholm Exposition of 1930, down through recent examples. On the main floor were working drawings, photographs, and models of contemporary housing projects. One wall was dovoted to illustrations of the "Fondazione per l'Urbanistica Aldo Della Rocca" of Rome.

Adjacent to the architectural exhibit was the Museology show. Here, problems of locations of exhibits and of lighting, both natural and artificial were shown and described. For this, various works of art had been borrowed from the different museums throughout Italy. Also on the first floor of the Palazzo were exhibits of

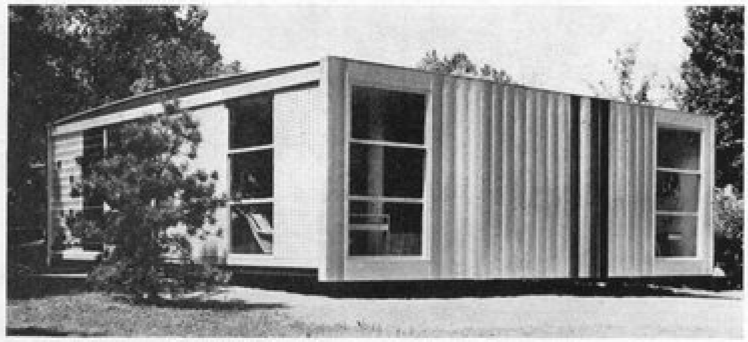
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The Triennale . . .

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industrial art, glassware, ceramics, textiles, both Italian and of the other exhibiting nations.

The International Show of Habitations was in the garden. A series of pavilions, built with panels of novopan and steel channels, all similar, had been erected for exhibitions by the various countries, including France, Yugoslavia, Germany, Denmark, Sweden, Finland, Italy, and an international display of furniture. Nearby were the United States pavilion, architect Ponti's pavilion, and the fabric exhibition building.



The "pavilion" designed by architect Gio Ponti was actually a small house-apartment, constructed of polychrome vitreous concrete of translucent character and containing an exhibit of furnishings and accessories.

Each of the above mentioned countries displayed its furniture and mode of living within one of these pavilions. The furnishings and way of life were similar, expressing the time of the twentieth century, rather than the geographical differences of place. The exhibit of the United States was about the media of communication, housed in a geodesic structure by R. BUCKMINSTER FULLER. (The building: most exciting; the exhibit: in my opinion, very dull.)

Architect Ponti of Milano designed his own pavilion, consisting of a living room, kitchen, bedroom, and bath. The exterior walls were of translucent vitreous cement, polychrome, with deep blues predominating in a stained glass effect. Inside were furnishings and a glass bookcase, also designed by Ponti.



This is the Yugoslavian section of the International Home Show.

On the second floor of the Palazzo, eighteen countries displayed individual exhibits of their industrial arts, including furniture, textiles, ceramics, flatware, and glassware. Two especially were impressive. The Canadian exhibit consisted of mass-produced wood furniture from the aluminum production city, Kitomat. Functional, beautifully designed in the Scandinavian tradition, and well constructed, furniture from Kitomat should become widely known and used in the near future.

In my opinion, the best exhibit in this particular section was that of Japan. The large room was turned into a garden with a pebble floor, winding walks, and subdued lighting originating from sources hidden in wood cubes placed on the floor. Various shaped holes in these fixtures allowed the direct emission of light. Japan's exports shown were few, but those were effectively displayed. The most striking exhibit was that of a very large jardiniere. That which seemed to be brown fruit on long stems, was, on close examination a mass of brown porcelain electrical insulators! Also exhibited as abstract sculpture was a gigantic white porcelain electrical insulator.

I wish that space permitted me to describe each exhibit in detail. The Eleventh Triennale closed in November, 1957. But three years from now there will be a twelfth one; and every architect should plan to visit it for education and inspiration.

Florida Central . . .

(Continued from Page 15)

of Colonel ROLAND W. SELLEW will deal with subjects of vital interest to all who live within the borders of the South Atlantic District and the importance of presenting the role of the Architect to the public will be stressed. With this in mind, for the first time in the history of the Annual Event, a Conference Director has been appointed. Mr. GILBERT WATERS of Sarasota has been named to this position and one of his most important functions will be that of providing information to the public on the Conference and the work of Architects in the Region. The Conference will be conducted on an informal delegate-participation basis with emphasis on sharing knowledge and experience. There will be three exhibits during the Conference: Manufacturers, Architectural, and Students. The Architect's responsibility to his community during the coming period of great regional growth will be upmost in our minds.

See you in Sarasota in April.

ROSTER OF FAA PRESIDENTS

1928-1929	Robert Greenfield
1930	Nat G. Walker
1931	Bernard W. Close
1932	Henry L. Taylor
1933-1934	Richard Kiehnel
1935	Theodore H. Skinner
1936-1937	Frederick G. Seelman
1938-1939	Russell T. Pancoast
1940-1941	Elliott B. Hadley
1942	Robert Law Weed
1943-1946	James A. Stripling
1947-1948	Franklin S. Bunch
1949	Robert M. Little
1950-1951	Sanford W. Goin
1952	R. Daniel Hart
1953-1954	Igor B. Polevitzky
1955-1956	G. Clinton Gamble
1957	Edgar S. Wortman
1958	H. Samuel Krusé

Mexican Trip . . .

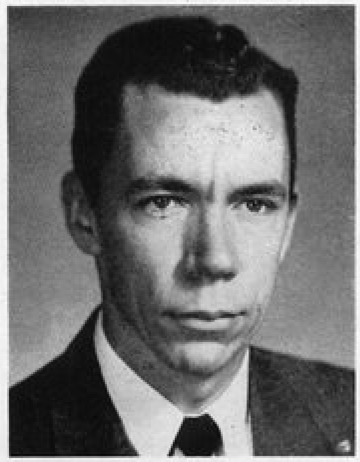
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clude all trip expenses except the few meals in Mexico City, tips for service and $3.00 needed for a tourist card.

Travel to and from Mexico City will be on Guest Airways; and connections between Miami and other Florida cities will be arranged by Eastern Air Lines. Full details — including reservation applications — will be mailed shortly to the FAA membership from the Ex. Director's office.

Florida North Central

By FORREST R. COXEN, AIA
President



The coming year may not be the most important or eventful year that the Tallahassee area is to have. It is hoped, however, that it will be one which each member will remember as having contributed to at least one local project or event. The first step in obtaining a strong, active chapter is to obtain the individual interest of each member and it is with this thought in mind that chapter activities for the coming year have been programmed.

One of several plans adopted to increase participation of the membership is a "buddy" scheme of assigning a younger associate member to be the assistant of each elected corporate chapter officer. We believe this will take some of the routine work-load from the older corporate member and at the same time give the associate a feeling of responsibility to the chapter. This will, in effect, give desired "training" to our younger associates on their way up the ladder and could possibly keep the older corporate from "dropping the ball" on certain items of chapter business, as has been the case in the past.

Our chapter has promised cooperation with our state organization in the matter of collecting the entire chapter's dues by the end of the first month of the year in order to give our state organization, as well as our local chapter, operating funds for the year.

Also, in line with this, there will be a drive for new members in our area, and a reviewing of the history of each man, with the idea of raising his chapter classification.

As was mentioned earlier, our chapter has suffered from a lack of operating funds, and a combined budget and by-laws committee will be formed to study this problem.

The Florida North Central Chapter is not the newest chapter in our state, having been formed in 1940. However, it is probably one of the smallest and because of its size has not been able to perform in the professional or social circle as its many big brothers throughout the state.

The year's activities will be centered around our University of Florida Traveling Exhibit, a joint meeting with a local contractor's group, the sponsorship of an "Architect's" bowling team, and other activities.

Palm Beach

By FREDERICK W. KESSLER, AIA
President



As we start another new year we realize more than ever the tremendously expanding area in which we live; and the challenge for good planning and progressive architecture for this area is more than ever present. This challenge will call for more thought and hard work on the part of all of us and will be one of our main aims in this chapter for 1958.

By now, most communities in the territory of the Palm Beach Chapter have adopted the Southern Standard Building Code, with their own slight variations. During the past year the badly needed Palm Beach County Zoning came into effect, after much thought and work. With this also came the County Building Code. This is particularly important in view of prospective county expansion and will result in a much more orderly growth. In this, our Architects will, during the coming year, play an increasingly valuable part.

Several of our members again this year will be rendering service to our several communities by serving on various city boards, such as Planning, Zoning, Contractor's Licensing, Building Board of Appeals, and Parks Commission.

During the coming year, we hope to be able to increase our chapter attendance at meetings and thereby gain in stature through a greater exchange of ideas. In line with this, we are planning several interesting and informative technical programs. We also expect to provide some purely social meetings for the sole purpose of good fellowship.

We wish to obtain better public relations through our work and hope each project will reflect the valued services of the Architect. During past years our good relations with the construction industry as a whole have been largely due to a very active Joint Cooperative Committee. We wish to further and better this project.

Two of our members, George Votaw and Donald Edge, have recently volunteered to teach prospective draftsmen and other interested persons in allied fields, at the Palm Beach Vocational School. This program, we hope, will continue through the new year.

With continued support of our normally active Corporate Members, the Junior Associates, and our excellent slate of Officers and Directors, we feel that much good work will be accomplished during 1958.

Florida North

By McMILLAN H. JOHNSON, AIA
President



The Florida North Chapter is now going into its third year since the major division in which the Jacksonville area members changed over to form their own chapter. The result of this division has been that a stability and high percentage of member participation has been achieved, which has been, and it is hoped, will continue to be highly satisfying.

The excellent chapter accomplishments, in reference to the Centennial Year under past president, A. L. Campbell, are planned to be continued until February. The final activity of this centennial is to be the awarding of centennial medals to individuals who, though not in the profession, are being recognized for their services, craftsmanship, interests, public mindedness or other characteristics that place them, in the architects' eyes, as persons meriting such recognition.

Efforts are being made to get more participation in the Standing Committees and to get them operating more fully. The Special Design and Chapter Affairs Committees are to continue with various exhibitions of the AIA Honor Awards Exhibit for which suitable publicity will be arranged by the Public Relations Committee.

This chapter's schedule of monthly meetings, except July and August, is to be continued; and emphasis is being placed on continuing the excellent programming in which subjects of cultural and professional interest will be presented, interspersed with occasional social functions. Presentation of studies concerning annexation by Gainesville of adjacent populated areas and discussions of other municipal and community problems are also considerations for chapter meeting programs.

The student chapter of the AIA at the University of Florida has proposed various projects which the Florida North Chapter will back up and give what assistance is deemed necessary. This encouragement is considered to be of importance since the interest of the professional architect in the student goes a long way toward helping the student's future attitude and interest in the AIA.

Fla. Central Auxiliary

MRS. ALMA L. PARISH
President



Several years ago the Ladies' Auxiliary of the Florida Central Chapter of the American Institute of Architects was being proposed by a few of our husbands as a means of expanding interests and combining forces in a common endeavor to gain members and to enable Mrs. Architect to know what goes on, and why.

Through the Auxiliary, a ripe field of activity has been found for Mrs. Architect. At regular meetings, in addition to Committee activities, there may be a talk or discussion on some phase of Architecture and the Allied Arts, as perhaps "Decorating." "Public Relations" has even received some new twists since Mrs. Architect has been heard from.

Organization occupied most of the time of our earlier meetings, under the leadership of Mrs. A. Wynn Howell of Lakeland, our first President. The forming of two Chapters from the Florida Central Chapter set us back, to be sure. However, Mrs. Elliott B. Hadley of St. Petersburg, the past President, has proved at our last two meetings that we have more than regained our losses. We enter the year of 1958 with "The Will To Do," and promise that we will be heard from.

Broward County

By JOHN M. EVANS, AIA,
President



If the past is simply prelude for the future, then I think we face the next twelve months with much optimism and hope. Under Morton Ironmonger, our past president, the Chapter has increased in both size and enthusiasm. We have begun to work most closely with our allied professions and the Broward Builders' Exchange. This has led already to important revisions in City and County codes and zoning. In doing these things we have developed strong liaison between these bodies and ourselves which should prove very valuable during the coming year.

While continuing these objectives of the past year, we are faced with a new problem and the method needed to solve it. This is inter-relationship of the architects in the chapter. I feel that this basic relationship remains the vital element in FAA life. We must aim to develop a point of view which would be dedicated to advancement of the profession on the local level with a subsequent cross-fertilization of architectural thoughts and ideas.

I stress the need for support between chapter architects as an absolute necessity for the future of the profession. The complexity of architectural problems makes the hit-and-

miss methods of yesterday — where every man found successful solutions by trial and error — a method which will not work today. We must be able to communicate among ourselves by means of chapter seminars, critiques, climate conferences and cost analysis. These things can be very successfully investigated at the chapter level where they have a greater degree of relevance then at a state and national level.

Needless to say this chapter level of cooperation is difficult to come by. We have only to examine carefully our inner selves to appreciate the strains involved in practicing architecture in a competitive business atmosphere. We must recognize that these disagreements are the woof and warp of life and not limited to our own profession. Closer contact promotes understanding; and understanding breeds a tolerance and sympathy which any of us might find need of some day.

But the results are worth the effort. The dynamics of group action are overwhelming in results and implications. Certainly we all recall the architectural spirit that flourished in the atelier or architectural school drafting room. It is this communal spirit that was so productive that we wish to duplicate by chapter action. It is not optimism that makes me feel that it can be done. Rather it is because of a basic faith in architects and in their intelligence and foresight.

Regional Conference — Sarasota, April 17 to 19

Date of the South Atlantic Regional Conference, AIA, has been set for April 17 through 19, 1958. Headquarters for the meeting will be the Municipal Auditorium in Sarasota.

Sponsor of the Conference this year is the Florida Central Chapter; and ROLAND W. SELLEW, two-term past president of the Chapter, is in charge of all Conference arrangements. Working as a committee of the Chapter with him are: WILLIAM ZIMMERMAN, *program*; CARL VOLLMER, *speakers*; EDWARD J. SEIBERT, *hospitality*; and WILLIAM RUPP, *recreation*.

In addition, the committee will include three chapter members in charge of exhibits under the chairmanship of

(Continued on Page 30)

Regional Conference . . .

(Continued from Page 29)

WERNER KANNENBERG: JOHN M. CROWELL, *products*; ELIZABETH B. WATERS, *architectural*; and JOHN E. PIERCY, *students*. EDGAR HANEBUTH is in charge of reservations, assisted by BERT A. BROSMITH for hotels and JAMES WEST, tours. MRS. JOYCE WEST is in charge of the ladies' program.

ERWIN GREMLI and SIDNEY R. WILKINSON have been named as Conference treasurer and secretary respectively, LOUIS F. SCHNEIDER is in charge of publicity; and RICHARD SLATER of transportation. GILBERT WATERS, Sarasota publicity man has been named as Conference Director.

"ERRORS & OMISSIONS"

We are sorry indeed that a message from the President of the Florida Northwest Chapter, AIA, could not be included with others in this issue. Circumstances made it impossible for President William Stewart Morrison to get his picture and copy to us to meet a publication deadline. We hope both can appear as part of the February issue.

A New Century . . .

(Continued from Page 11)

I'll stop preaching right here. But before closing, I want to tell you about the new goal that was set for the Institute by the Board of Directors when it met recently in Arizona. By the way, we are delighted to have your hard-working SANFORD GOIN as a member of the Board. He is an excellent representative of Florida and the whole South Atlantic Region. Already off to a fine start, I know he will ably advance the interests not only of his State and Region but of the Institute as well.

We all are aware of the great strides the Institute has made since its founding and particularly during the past twenty-five years. During the Centennial year we talked about them and patted ourselves on the back. But we are not content to rest on our laurels. In this year of reckoning we will seek to find out how we can reach a new objective — *"the establishment of the Institute as the*

comprehensive, authoritative force and voice of the architectural profession and as a dominant factor in the construction industry in the U. S."

The Board directed me to appoint a special committee to study and recommend policies whereby this objective can be reached. Logically, falling within the purview of this new committee are such subjects as the status of the Institute *vis-a-vis* education, licensing and accrediting; membership structure; types and extent of service rendered by the Institute to its membership and to the public; and relationships with other professional and non-professional groups concerned with the construction industry.

In establishing this committee we are not seeking a routine checkup and approval of the status quo, nor are we looking for a blue-sky "out of this world" program. We think there are things that the Institute could and should be doing that would further benefit the profession and the public. We have set a new goal and want the best possible advice on how it can be attained.

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Student Associate Chapter

By WILLIAM R. LYNCH
President



Here in Gainesville, the student associate members are still talking about the Convention in Clearwater. For most of us, it was our first convention, and we were greatly impressed. We had imagined that a bunch of "old fogeys" would probably be wringing out dry speeches all day long, and were greatly relieved to find it the very invigorating function that it was.

This discovery leads me to what I hope will be our theme for many years to come. We have a growing consciousness of the importance of the professional nature of architectural practice. Making professional acquaintances and exchanging ideas with other architects are the processes that will greatly advance the standards of architectural education, training, and the profession. Recognizing this as the task toward which we can best direct ourselves through the Student Chapter, we are ambitiously writing a vigorous program for the coming year.

But simply to outline the projects under way would be inadequate. The real significance of all of our activity stems from the awareness that is developing within us toward professional responsibilities. We are finding that the social aspects of the chapter are important, but are rightfully eclipsed by the more important concern for enlarging the students' understanding of the present and future scope of architectural practice. Through efforts, on and off campus, this will be our central theme.

Our next step should include a major collaboration with parent organizations on informal levels for planning future activities.

FAA'S 1957 President Gets Design Award



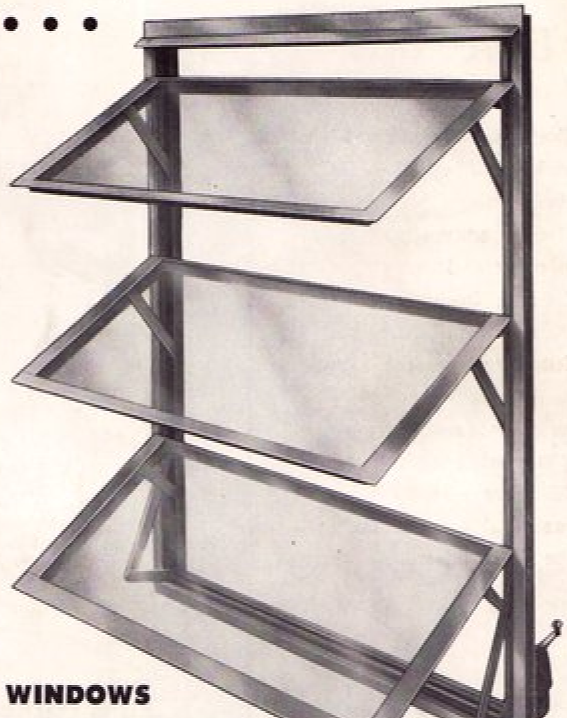
Edgar S. Wortman, AIA, of Lake Worth, the immediate Past President of the FAA, is the first Florida architect named as a recipient of the "Miami Window Fenestration Award." Here he is shown with Sidney G. Kusworm, Jr., president and general manager of the Miami Window Company which sponsored the award program. An engraved stainless steel placque was given Wortman for his design of the Palm Beach County Junior High School.

The Award program was started by the company "*. . . to recognize outstanding design; to stimulate the art of scientific fenestration; and to suggest improved solutions to all types of fenestration problems.*"



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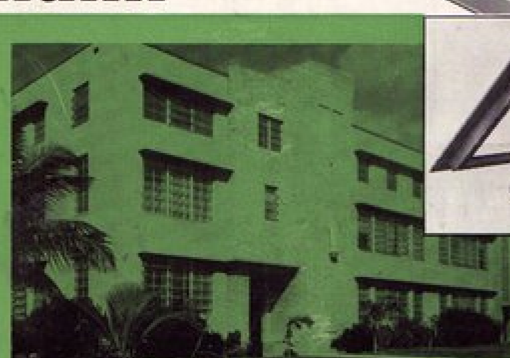
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